

What is claimed is:

*sub AD*  
1. A bar code, comprising:

2 a first bar code portion, which represents a first format  
3 bar code, and is found as valid by a first bar code scanning  
4 process to provide first information, and a second bar code  
5 portion, formed in a second format which is different than  
6 said first format, but associated with said first format bar  
7 code portion, and said second bar code portion representing  
8 additional information beyond the first information provided  
9 by said first bar code portion

1 2. A bar code as in claim 1 wherein said second bar  
2 code portion is a two dimensional bar code.

1 3. A bar code as in claim 1 wherein said second bar  
2 code portion is found invalid by said first bar code scanning  
3 process which is used to decode said first bar code portion.

1 4. A bar code as in claim 3 wherein said first bar code  
2 is a standard linear bar code which is one of a UPC type code,  
3 a Type 39 type code, or a Type 128 type code.

1 5. A bar code as in claim 1 wherein said second bar  
2 code portion includes information which is encoded in two  
3 separate directions.

1 6. A bar code as in claim 1 wherein said second bar  
2 code portion includes information in one of a color or a gray  
3 scale of the bar code.

1 7. A bar code as in claim 1 wherein both of said first  
2 and second bar code portions represent personal identification  
3 information, wherein said first bar code portion represents a  
4 first part of personal identification information, and said  
5 second part represents a greater quantity of information than  
6 said first part.

1 8. A bar code as in claim 1, wherein said additional  
2 information defines information which is related to said first  
3 information.

1 9. A bar code as in claim 1, wherein said additional  
2 information includes the same information as said first  
3 information, and also includes additional information.

1 10. A bar code as in claim 8 wherein said additional  
2 information includes supplemental information to the  
3 information included in said first bar code portion.

1 11. A bar code, comprising a first part which is  
2 interpreted by a first bar code scanning process to obtain  
3 first abbreviated information, and a second part which is  
4 interpreted by a second bar code scanning process to obtain  
5 second information, which has more information than said first  
6 information.

1 12. A bar code as in claim 11 wherein said first  
2 information is in a linear bar code and said second  
3 information is in a two dimensional bar code.

1 13. A bar code as in claim 11 wherein said second bar  
2 code portion is found invalid by a scanning process which is  
3 used to decode said first bar code portion, so that said  
4 scanning process decodes only said first bar code portion and  
5 not said second bar code portion.

1 14. A bar code as in claim 11 wherein said first bar  
2 code is one of a UPC code, a type 39 bar code or a type 128  
3 bar code.

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1 15. A bar code as in claim 11 wherein said second  
2 information is in a gray scale of the bar code.

1 16. A bar code as in claim 11, wherein both of said  
2 first and second parts represent personal identification  
3 information, wherein said first part represents a first part  
4 of personal identification information, and said second part  
5 represents a greater quantity of information than said first  
6 part.

1 17. A bar code as in claim 11 wherein said second  
2 information is in a color of the bar code.

1 18. A method comprising:  
2 scanning a bar code with a first scanner to obtain first  
3 information; and  
4 scanning said bar code with a second scanner, different  
5 from said first scanner, to obtain second information,  
6 different than said first information.

1 19. A method as in claim 18 wherein said first scanner  
2 is a one dimensional scanner which scans a one dimensional bar  
3 code to obtain information therefrom.

1        20. A method as in claim 18, wherein said scanning with  
2        said first scanner scans a first part of the code, and said  
3        scanning with the second scanner scans a second part of the  
4        code.

1        21. A method as in claim 18 wherein said second  
2        information is obtained from a different direction than said  
3        first information.



1        22. A method as in claim 18 wherein said second  
2        information is obtained from one of a color or a grayscale of  
3        the bar code.

1        23. A method as in claim 18 further comprising decoding  
2        the bar code to obtain information about personal  
3        identification therefrom, in a base N format, where N is at  
4        least 80% of the capability of all digits of the bar code.

1        24. A bar code comprising:  
2        / A first part having information encoded therein in a  
3        first bar code format; and  
4        A second part having information encoded therein in a  
5        second format, different than said first format.



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1 25. A bar code as in claim 24 wherein said second part  
2 has a greater quantity of information than said first part.

1 26. A bar code as in claim 24 wherein said second part  
2 has related information to said first part.

1 27. A bar code as in claim 24 wherein said first bar  
2 code format is a linear bar code format.

1 28. A bar code as in claim 27 wherein said second bar  
2 code format is a matrix format.

1 29. A bar code as in claim 24 wherein said second format  
2 is a color bar code format.

1 30. A method comprising:  
2 { obtaining personal identification information,  
3 converting said personal identification information to a  
4 string of digits of base N, where N is greater than 10;  
5 forming a bar code representing said base N number; and  
6 using said bar code to represent said personal  
7 identification information.

1 31. A method as in claim 30 wherein said bar code is in  
2 a specified format that uses at least eighty percent of the  
3 available digits of said bar code in said base N number.

1 32. A method as in claim 30 wherein said converting  
2 comprises converting to a form which uses all numbers, and at  
3 least some letters representing base N numbers greater than  
4 10.

1 33. A method as in claim 30 wherein said personal  
2 identification information includes an address to be used to  
3 look up additional information.

1 34. A method as in claim 33 wherein a first part of the  
2 bar code includes actual personal identification information,  
3 and a second part of the bar code includes an address to look  
4 up additional characteristics.

1 35. A method as in claim 34 wherein said second part of  
2 the bar code is a linear bar code and said first part of the  
3 bar code is an additional part.

1 36. A method as in claim 35 wherein said additional part  
2 is a two dimensional part.

1 37. A method as in claim 35 wherein said additional part  
2 is a color or grayscale part.

1 38. A method as in claim 30 wherein said personal  
2 identification information is a picture.

1 39. A method as in claim 30 wherein said personal  
2 identification information is dynamic information about the  
3 way that the user takes some action.

1 40. A method of forming a communication, comprising:  
2 forming a communication;  
3 forming a bar code as part of the communication, said bar  
4 code including scannable information which, when scanned,  
5 forms information that is supplemental to said communication.

1 41. A method as in claim 40 wherein said communication  
2 is an advertisement and said bar code represents a way to  
3 obtain more information about said advertisement.

1 42. A method as in claim 40 wherein said communication  
2 describes a time and place of some event, and said bar code  
3 represents said time and place.



1        43. A method as in claim 42 further comprising scanning  
2        said bar code to automatically enter said time and place into  
3        a computer doing the scanning.

1        44. A method as in claim 40 wherein said communication  
2        is an email.

1        45. A method as in claim 44 further comprising an  
2        additional scannable bar code as part of said email which  
3        enables a user to automatically make a decision about contents  
4        of said email and send said decision to a remote location.

1        46. A method as in claim 45 wherein said decision is an  
2        acceptance or rejection.

1        47. A method as in claim 40 wherein said bar code  
2        represents an address to additional information.

1        48. A method as in claim 47 further comprising using a  
2        computer which has scanned said bar code to access a publicly  
3        available database with said address; and  
4        obtaining additional information related to said bar code  
5        from said publicly available database.

1 49. A method as in claim 48 wherein said publicly  
2 available database is accessible via the Internet.

1 50. A method as in claim 40 wherein said code includes  
2 an auxiliary code which is scanned to automatically take an  
3 action.

1 51. A method as in claim 40 wherein said bar code is a  
2 dual type bar code, with a first a part that is interpreted by  
3 a first bar code scanning process to obtain first information  
4 and a second part which is interpreted by a second bar code  
5 scanning process to obtain second information that has more  
6 information than first information.

1 52. A method as in claim 51 wherein said first part is a  
2 linear bar code and said second part is a non-linear bar code.

1 53. A method as in claim 51 wherein said first process  
2 is a scan in a first direction and said second process is a  
3 scan in a second direction.

1 54. A method as in claim 51 wherein said second part is  
2 one of grayscale or color of the bar code.

1     ~~55.~~ A method of reading a bar code, comprising:  
 2         using a camera in a consumer device to obtain an image of  
 3     a person at a first time;  
 4         using the same camera in said consumer device to obtain  
 5     an image of a bar code at a second time; and  
 6         using a processor in said consumer device to  
 7     automatically decode contents of said bar code.

1         56. A method as in claim 55 wherein said consumer device  
 2     is a cellular telephone.

1         57. A method as in claim 55 wherein said consumer device  
 2     is a portable computer.

1         58. A method as in claim 55 wherein said decoding  
 2     comprises determining a first portion of the bar code in a  
 3     first linear bar code format, and determining a second portion  
 4     of the bar code which is in a second format different than  
 5     said linear format.

1         59. A method as in claim 58 wherein said second format  
 2     is a two-dimensional format.

